



## A Comprehensive EV Outreach Strategy that Addresses Consumers' Needs

### About Oklahoma Gas & Electric

Founded in 1902, Oklahoma Gas & Electric Company (OG&E) is Oklahoma's oldest and largest investor-owned electric utility. The utility serves more than 830,000 customers in 276 towns and cities in a 30,000 square mile area of Oklahoma and western Arkansas. The largest city on OG&E's system, Oklahoma City, has a metro area population of about 1.5 million people. OG&E also serves towns like Enid, Ardmore, Muskogee, Norman and Durant and many other communities throughout their service territory. The utility's power plants, located throughout Oklahoma, generate electricity using natural gas, coal, wind and solar power. The utility has some of the lowest rates in the United States and is consistently ranked as one of the highest-performing utilities.

### A History of Commitment to Electric Vehicles

For over two decades, OG&E has promoted electric vehicles (EVs) to its customers and has helped advance electric battery research and development, including its support for the Electric Vehicle Research Institute at the University of Oklahoma. In 2015, the utility accelerated its commitment to EVs by incorporating them to its own service fleet and by installing charging stations at many of the company's facilities.

In November 2016, all of Oklahoma's interstate highways were designated as projected electric vehicle corridors by the Federal Highway Administration. This designation was the first step in creating a well-connected network of charging station infrastructure throughout the state, and OG&E has been instrumental in advising on the optimal rollout of charging infrastructure in the state.

At the end of 2017, OG&E and other EV stakeholders provided recommendations to the Oklahoma Department of Environmental Quality (ODEQ) for utilizing the state's allocation of the Volkswagen settlement to fund the buildout of necessary charging station infrastructure. Moving forward, OG&E will continue to work closely with the Oklahoma Department of Transportation and the ODEQ on the deployment of these EV charging stations to ensure EV drivers can easily travel within and across the state.

OG&E is also a co-founder of the Oklahoma Electric Vehicle Coalition, which works to advance EV adoption throughout the state. The coalition is comprised of a wide range of stakeholders, including the Association of Central Oklahoma Governments, Central Oklahoma and Tulsa Clean Cities, City of Oklahoma City, City of Tulsa, Spiers New Technologies, the Oklahoma EV Club, Nissan National and several local auto dealerships, municipalities, businesses and electric utilities that are increasing their EV activity.

### Market Research Drives Comprehensive Outreach Campaign

OG&E has utilized national EV market research studies as a foundation for developing its outreach and education strategies. This market research suggests targeting specific niches, such as the "Innovators or Enthusiasts" and the "Early Adopters or Visionaries", to boost consumer adoption. These segments typically fit a demographic profile of being male, middle-aged (or younger) professionals with an income upwards of \$80,000 and a psychographic profile of being technology enthusiasts, wanting the visibility with their peers and being less concerned with price.

OG&E has also utilized research to accurately identify the common barriers to EV adoption, and the most common among these are a lack of familiarity with EV technology, a lack of charging station infrastructure and vehicle purchase price, among several other internal and external factors.

#### PROGRAM AT A GLANCE

Utilizing market research on likely EV buyers, OG&E developed a comprehensive outreach campaign addressing common EV barriers and misconceptions via radio, community events and social media.

#### RESULTS SO FAR

The results of OG&E's campaign in 2017 have been transformative for EV awareness and adoption with the state. Nearly 450 EVs were registered in Oklahoma from January to December 2017 – compared to 272 total registrations over the same period in 2016.

Based on insights gained on the target market segments and the barriers to adoption, OG&E developed a comprehensive outreach campaign that focused on several channels and methods, including high-frequency radio, paid search and direct contact through community events.



## Educating Oklahomans on the Benefits of EVs

A cornerstone of OG&E's strategy for advancing the adoption of electric vehicles is educating consumers about the numerous personal, financial and societal benefits to owning and driving an EV, and as a key part of implementing this strategy, OG&E conducts over 35 community outreach events annually.

Each year, at the Oklahoma State Fair, OG&E features one of its electric fleet vehicles in the company's exhibit and uses it to encourage fair attendees to ask questions and learn more about EVs. OG&E has also developed key partnerships with important local institutions, like the Tinker Air Force Base, Oklahoma City Thunder, University of Oklahoma and Oklahoma State University. These partnerships provide OG&E with additional opportunities to participate in events with a captive audience and communicate directly with customer segments that align closely with those of likely EV buyers.

Research has shown that getting consumers behind the wheel of an EV for their own test drive is perhaps the best educational tool, and OG&E has pursued this strategy aggressively and successfully in the past several years.

In fact, at the company's 2017 Earth Day Ride & Drive event, OG&E conducted over 600 test drives – a 200 percent increase compared to its 2016 event. And the results of the test drives on EV adoption were immediately noticeable. In the weeks following the Ride & Drive event, more than 20 Nissan LEAFs and other EVs were sold in the area. The annual Ride & Drive event is hosted at the OSU/OKC Precision Driving Training Facility and features OG&E's EV fleet, EVs from local dealerships, vehicle and safety presentations, and hands-on experiences with battery technology and charging station equipment.

Based on the success with test drives in recent years, OG&E will continue to host this annual Earth Day Ride & Drive event with the Oklahoma EV Coalition to give consumers the opportunity to test drive various models of EVs in one place and receive information directly from electric vehicle experts.

## DRIVE ELECTRIC!

**Join us on April 22**

for your chance to experience an electric vehicle! Our Ride & Drive event will be held from 9 AM to 2 PM at the OSU-OKC Precision Driving Training Center located at 3501 W. Reno in OKC.

**OG&E**

LEARN MORE ABOUT EVs AT  
[oge.com/ev](http://oge.com/ev)



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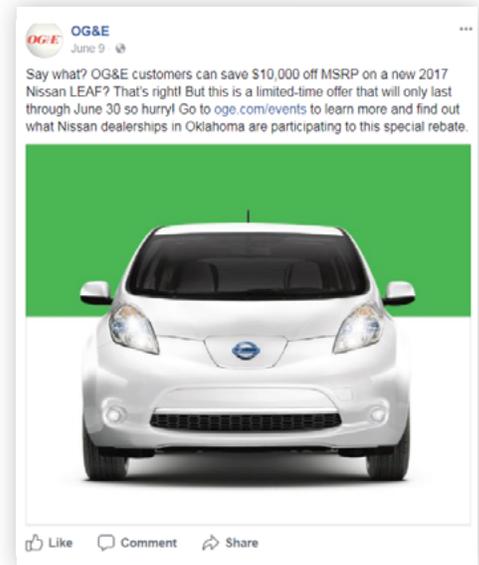
## Partnering with Nissan to Get Customers Behind the Wheel

In June 2017, OG&E partnered with Nissan National to offer customers and employees a \$10,000 discount on new 2017 LEAF vehicles. Nissan National arranged for 18 vehicles to be brought into the state for this promotion, and all of them were sold within just three weeks. Prior to the availability of the discount, two pre-owned vehicles were purchased as a direct result of the Earth Day Ride & Drive event.

However, even after the \$10,000 discount offer ended, Nissan dealerships reported that approximately 20 additional buyers were requesting vehicles. In addition, inventory orders for LEAFs from three different Nissan dealerships in the area increased following the promotional offer.

The excitement for EVs created by the \$10,000 offer was so great that even non-Nissan dealers reported a significant increase in EV purchases during the month of the promotion.

Due to the success of the OG&E partnership promotion, Nissan declared Oklahoma a Tier-1 state for electric vehicles, meaning it will be prioritized for 2018 EV inventory and future promotional opportunities.



## Using Radio, Social Media to Reach Customers

In addition to hands-on, in-person education, radio has proven to be a uniquely effective outreach medium for OG&E on EVs. After all, it's the only channel that has two distinct time periods that cater to commuters. OG&E has found that this heavy frequency is effective at breaking down consumers' negative perceptions about EVs and developing positive awareness of the benefits of EVs.

For its radio campaign, OG&E began by identifying six local stations with a strong index for the target demographic profiles and leveraged its budget accordingly. Three stations were public radio; three were commercial radio. OG&E also negotiated a value-added "media stretch" with the commercial stations that put popular radio personalities behind the wheel of an EV for an entire week. This tactic did not involve any incremental costs, so the OG&E EV team was able to stay within the allotted budget while reaching a broad spectrum of radio listeners.

The radio spots developed by OG&E were brand agnostic and focused strictly on general EV education; however, thanks to a few participating dealerships, the radio station hosts spent a week driving an EV: either the BMW i3, Nissan LEAF or Chevrolet Volt. The radio personalities then talked on-air about their daily experiences. The DJs also made routine social media video posts, reaching a combined audience of their own followers, their stations' followers and OG&E's followers.

The radio personalities talked candidly about their experiences with EVs and the many benefits they experienced, including the unexpected thrill of torque and acceleration, the convenience of bypassing gas stations, how cheap it was on their wallets and how convenient it was to charge the car overnight in their own garage.

The combined radio and social media campaign was highly successful in getting the word out about EVs in OG&E's service territory. Over three waves throughout the course of 2017, the campaign accounted for more than 12 million impressions related to EVs.



On social media, OG&E also witnessed a significant increase in EV-related activity. During the first-quarter campaign, social media EV impressions skyrocketed from just 6,000 in 2016 to nearly a quarter million in 2017, and EV-related interactions on social media went from 40 to 1,820 year-over-year.

OG&E also supplemented the radio and social media outreach with other channels. This included educational stories in "Currents", the company's monthly bill insert and online newsletter, which accounted for an additional three million impressions.

All media messages and outreach event efforts steered consumers to OG&E's EV web page for more information. This web page includes fact-based, easy-to-understand information about the affordability, reliability and eco-friendly nature of EVs. The EV web page also features a convenient calculator that allows consumers to compare costs of owning a plug-in vehicle to a conventional vehicle.

## Growth of EVs, EV Awareness in OG&E's Service Territory

Over the past couple of years, OG&E's comprehensive EV education and outreach efforts have been transformative for EV adoption and overall EV awareness within the state of Oklahoma. The results from the 2017 campaign include:

- Three million impressions on EV-related materials in the monthly OG&E newsletter
- An increase in EV-related social media interactions of 40 to 1,820 from 2016 to 2017
- Prioritization of Oklahoma Nissan dealerships for 2018 EV inventory
- More than 600 test drives conducted at Earth Day Ride & Drive event – a 200 percent increase from 2016
- Nearly 450 EVs registered in Oklahoma from January through December 2017 – a 64 percent year-over-year growth from 2016 (compared with the 26 percent national average).

**SMART TRANSPORTATION**

**DRIVE ELECTRIC**

**POSITIVE ENERGY TOGETHER**

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