



Amped Campaign Overview

7/21/21

Go All Electric Community Initiative Background

- Feb 2019: Climate Solutions Accelerator (formerly Rochester People's Climate Coalition) Community Impact Initiative program application
- May–Sept 2019: Phase A – Community Strategy Development
 - *Funded by Climate Solutions Accelerator*
- March–April 2020: Phase B – Behavior Change Planning
 - *Funded by City of Rochester*
- May–July 2020: Phase C – Marketing Plan
 - *Funded by Climate Solutions Accelerator*
- Sept 2020: Begin Phase C – Marketing Plan Implementation
 - *Funded by Climate Solutions Accelerator*
 - *Funded by Climate Solutions Accelerator – Pollution Prevention Institute Grant*
 - *Funded by Greater Rochester Clean Cities*

Go All Electric Steering Committees

~30 people involved across Phases A and B

Sectors Represented

- Government
- Economic development
- Business
- Energy
- Housing
- Environment
- Heating and cooling
- Developers
- Health care
- Transportation
- Higher education

Community Strategy: Our Starting Point

Carbon-free electricity will power our entire community, showing the nation that this transformation is possible.

- ✓ 1. **Community leaders and the general public understand the benefits of electrification and embrace their roles in this endeavor.**
 - **Organization leaders will take concrete steps to implement beneficial electrification in their institutions.**
2. Policies incentivize a transition away from fossil fuels to carbon-free electrification.
3. Investment in infrastructure ensures that we have the ability to meet the demand for carbon-free energy, and serves as a means of attracting, retaining, and growing businesses and developing the workforce in our region.
4. Fossil-fuel vehicles are replaced by electric modes of transportation.
5. Commercial, industrial and residential buildings are converted to carbon-free electricity through renovation and new build.
6. Efficiency and conservation are incorporated into all aspects of the transition.
7. Principles and practices are used to ensure an equitable and inclusive transition.
8. All stakeholders track and share their progress towards our goal of carbon-free electrification.



Campaign Strategy

Campaign Strategy

- Objectives
- Target audience
- Marketing automation
- Branding
- Campaign team
- Timing
- Steering committee engagement

Objectives

- To influence organizational leaders across the Rochester area to consider electric vehicle fleets and electric-based HVAC systems.
- To launch a broader mission-based campaign aimed at leveraging Rochester's clean electricity grid to accelerate its achievement of carbon neutrality as positioned by NYS's Climate Leadership and Community Protection Act (CLCPA)
- To position Rochester as a national leader in clean energy.

Target Audience

Values-based organizations

- Education
- Progressive businesses
- Municipalities
- Nonprofits (e.g. faith communities, cultural organizations)

Key Contacts

- Fleet decision makers
- Building decision makers
- C-suite
- Board members

Marketing Automation

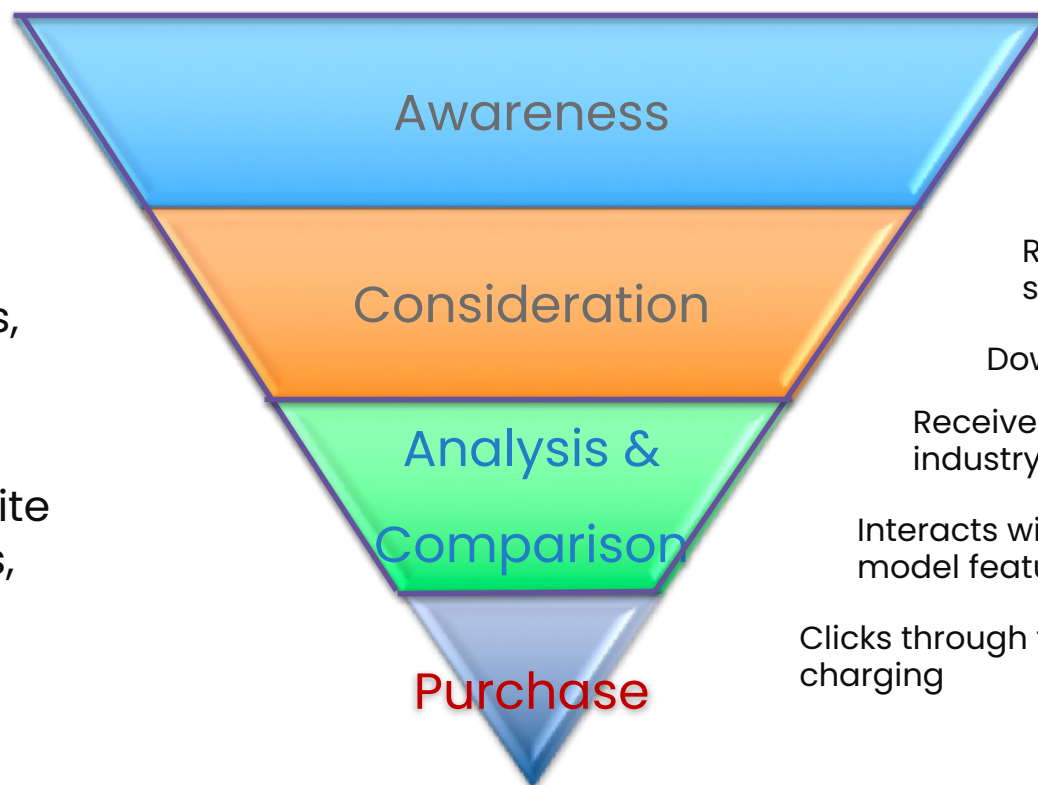
Content

emails, blogs,
presentations

videos, white papers,
case studies

cost calculators, white
papers, testimonials,
demos

Buying Cycle



Awareness

Consideration

Analysis &

Comparison

Purchase

Amped

Receives email/outreach about EV fleets

Clicks-thru to Amped website

Fills out interest form with preferences

Receives personalized email with EV fleet success
story

Downloads success story

Receives personalized email with case-study from like-
industry with link to cost calculator

Interacts with cost calculator and clicks through to EV
model feature matrix

Clicks through to a resource to help purchase / install
charging

Campaign Components

Core Assets

- Website
- LinkedIn, Facebook
- *All Electric Certification*

Category Specific Content

- Videos
- White papers
- Cost calculators
- Success Stories
- Webinars

Marketing Automation

- HubSpot
- Nurture streams

Media

- Paid content promotion (LinkedIn, Facebook)
- Earned opportunities
- Paid and organic search



BRAND POSITIONING

We believe in the power of human energy to inspire critical changes to how we use energy.

LOGO USAGE

There are three variations of the logo, designed to be used in accordance with the following style guidelines. Proper and consistent use of the logo and icon mark will aid in building brand recognition and identity.



PRIMARY LOGO

The preferred version of the logo with tagline.



SECONDARY LOGO

This logo can be used when "Go All Electric" is already prominently featured. Over time, as AMPED gains recognition, this logo could become the preferred treatment if "All-Electric" becomes implied.



LOGO ICON MARK

To be used in addition to the primary logo as you see fit.

PRIMARY COLOR PALETTE

Color provides a powerful means of visual expression. Our color palette has been chosen carefully to support our positioning and to work well across all media with variations across audiences and lines of business. Purple is the primary color and orange is the complementary for the brand overall and should be used for all AMPED branding and internal communications. Slight color shifts can occur when printing on different materials and surfaces.



SECONDARY COLOR PALETTE

Since the initiative is so broad, delineating offerings by color is a helpful cue for the audience, especially in the digital space. We chose to break up the campaign by residential and business. Red is the lead color to identify business content and blue is the lead color to identify residential content.

Business



Residential



Campaign Team



Funders:

- Climate Solutions Accelerator
- Pollution Prevention Institute grant to Climate Solutions Accelerator
- Greater Rochester Clean Cities



Project Management and Oversight:

- Causewave



Creative Partner:

- Butler/Till



Website Design:

- Soucier Design



Marketing Automation Support:

- Lautner Marketing

Campaign Update

In process...

- Website: AmpedProject.org (also own AmpedProject.com)
- HubSpot: email templates, nurture streams, content repository
- Social media: LinkedIn, Facebook
- Content development – Anthem video, Success Stories, Webinars
- Paid media strategy: LinkedIn, Facebook, Google Search, Chamber ads

Timeline:

- Thursday, September 23
- Press Conference at I-Square followed by tabling

Campaign Update – Website

Coming Soon

New site launching in early Fall of 2021.



Electrify Your Building Electrify Your Fleet What is AMPED?



What is Beneficial Electrification?



Beneficial Electrification is an emerging term for a simple idea: using electricity to for things that would otherwise consume fossil fuels (natural gas, propane, oil, gasoline), in a way that does at least one of the following:

- saves consumers money over time;
- benefits the environment and reduce greenhouse gas emissions;
- improves product quality, public health and/or consumer quality of life; or
- fosters a more robust and resilient grid.

What are the benefits?

- Electric technologies are more efficient, and lead to **lower operating costs**.
- Reducing fossil fuels and their emissions **improves public health**.
- Electrification **limits the economic risks** associated with volatility of fossil fuel prices.
- Broader usage enables **better management of the electric grid**.
- Electrification from renewable sources **reduces greenhouse gas emissions** and **mitigates climate impacts**.

About the Campaign

Since May 2019, a partnership of 20+ prestigious local institutions representing over 10 sectors have been working to develop an initiative, focused on promoting beneficial electrification throughout the nine-county Genesee/Finger Lakes region.

The overarching goal of this initiative is to mitigate the impacts of climate change by reducing carbon pollution caused by burning fossil fuels. Climate change poses numerous harms and risks to our community, including (but not limited to) the increased frequency and severity of extreme weather events, food insecurity, the spread of vector-borne diseases, poor indoor and outdoor air quality, toxic algae blooms, and damage to both private and public property.

This campaign is promoting the use of carbon-free electricity to meet our energy needs. Because the majority of local emissions come from building heating systems and on-road vehicle, the focus of the campaign will be to encourage and support the transition of area organizations' **fleets and buildings** to technologies that are powered by carbon-free electricity, instead of fossil fuels.

Funding for this initiative was provided by Rochester People's Climate Coalition (RPCC), an inclusive, non-partisan network of organizations united by our determination to identify and implement effective, locally-relevant climate solutions. Our diverse membership includes business, faith, civil, labor, and environmental groups. RPCC's primary goals to inspire and facilitate large-scale climate mobilization in the Greater Rochester Region.

Why this is a local issue.

We recognize that climate change is a global issue that Rochester cannot address on its own. Our air quality, for example, is influenced by neighboring regions and extreme weather is out of our direct control. But there are ways in which we can have a direct, positive impact on the health and well-being of our community by transitioning to carbon-free electricity. In addition, this work provides the opportunity to enhance the overall power grid operations, resulting in better load management and cost reductions. Here are some of our area's specific issues and opportunities:

Rochester's High Poverty Rate	+
Health Effects of Air Quality	+
Household Health and Safety	+
Household Cost Savings	+
Economic Development	+
Building the Region's Brand	+
NYS Climate Leadership and Community Protection Act	+

The **American Council for an Energy-Efficient Economy** praised the City of Rochester for its recent efforts on the Sustainable Homes Rochester and bike share programs. However, they ranked the City 58th out of 75 US cities on the Clean Energy Scorecard. The Scorecard, using information collected as of April 1, 2019, ranks cities in five policy areas:

- local government operations
- Community-wide initiatives
- Buildings policies
- Energy and water utilities
- Transportation policies

This initiative can make significant progress in closing gaps in each of these five categories.

Project Overview

Rochester People's Climate Coalition approached Causewade Community Partners in December 2018 to begin planning for a community impact initiative in support of the overall mission to achieve carbon neutrality by 2027. The community impact initiative undertaken with this report will focus on moving Rochester to an all-electric energy model - the most impactful way to achieve this mission. There's growing recognition that using carbon-free electricity to meet our community's energy needs is the most environmentally and economically sustainable option.

The portion of the grid that includes Upstate NY is the cleanest in the nation - it's fossil fuel free according to the New York Independent System Operator (NYISO). This helps us start closer to the finish line than most other communities. Other areas that are heavily reliant on fossil fuels to power their communities need to wrestle with moving to carbon-free electricity sources as their primary starting point. Our area, on the other hand, can focus on more readily achievable transition tasks, such as conversion to electric vehicles and heat pumps, while growing the base of carbon-free sources of electricity to meet new demand.

Powering our community with carbon-free electricity allows progress on attaining carbon neutrality and associated environmental benefits. Importantly, it supports improving public health as well. Burning fossil fuels harms our health in the short- and long-term. Physicians say the most common ways in which climate change is harming their patients' health are through poor air quality, worsening allergies, injuries due to storms, heat-related illness, and infections spread by mosquitoes and ticks.

Beneficial electrification is appealing to customers, employees and investors who see their decisions as having a positive impact on climate change. It's a way for people to be engaged on an issue that often feels overwhelming and impossible to impact at an individual level. While achieving 100% usage of carbon-free electricity is not a likely outcome due to technology barriers and practical limitations currently associated with carbon manufacturing processes and industries with high-temperature needs, "Go All Electric" provides a north star approach to our work. We want to be viewed as a national leader through our local efforts.

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Learn More

Download the report to go deep on this initiative.


Get the Report

CONTACT US | #tagusAMPEDproject.org

ROCHESTER, NY



Social Media



Amped: Go All Electric
@Ampedgoallelectric · Environmental Conservation Organization


Home Groups Jobs Events More ▾

Promote 🔍 ...



Search

- Home
- My Network
- Jobs
- Messages



Amped
Go All Electric
Environmental Services

See 1 employee on LinkedIn

+ Follow Visit website ↗ More

Home **About** Posts Jobs People

Overview

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Website	https://ampedproject.org
Industry	Environmental Services
Company size	11-50 employees 1 on LinkedIn
Type	Nonprofit

Success Stories – June 30 Monroe County EVs

Clement Chung, Deputy Director, Monroe County DES

Joe Saurini, Monroe County Fleet Manager

Rob Tyndall, Monroe County DES Safety & Training Analyst – EV Driver



Success Stories – July 19 HPL Geothermal

Adrienne Pettinelli, Library Director

Craig Eckert, Deputy Town Supervisor, Henrietta

Pete Wehner, Architect, Passero Associates

Jason Kuberka, Project Manager, Christa Construction



Campaign Update – Launch Content Target

- Campaign video
 - 90 sec, multi-cut usage
 - Intro (what is Amped?)
 - Reasons to believe (Why ROC? Why now?)
 - Buildings
 - Fleets
 - Outro (Call to Action)
- Success stories (not all will be ready at launch)
 - ✓ County EV Fleet
 - ✓ Henrietta Public Library
 - ✓ City EV Fleet
 - ✓ RRH Charging Stations
 - RTS e-buses (video) [TBD]
 - 500 Russell Street – [TBD]
- Infographic [TBD]

Future of NYS Climate Action requirements with Fleets and Building cuts

 - Future of NYS Climate Action requirements specific to EV fleets
 - Future of NYS Climate Action requirements specific to Buildings
- Webinars – Third Thursday each month, noon-12:45pm
 - September 30: Introduction to Beneficial Electrification – Abby McHugh-Grifa (Climate Solutions Accelerator) and David Keefe (Greater Rochester Clean Cities)

Other topics:

 - “How To” – EV Fleets
 - “How To” – Heat pump basics for commercial buildings
 - Beneficial Electrification roundtable
 - Beneficial Electrification for architects and engineers
 - Beneficial Electrification for 5+ unit multi-family properties
 - Funding streams (e.g. C-Pace, DEC, clean energy project funding, NextCorps) – state and federal
 - Utility upgrade incentives and rebates – RGE collaboration
 - Municipality-led funding, possibly City-County collaboration
 - CityAge: collaborate to source speakers or jointly present
 - ElectrifyNY
 - RBJ (target audience) – Ben Jacobs

Discussion – Launch – SEPTEMBER 23

- Speakers – draft list
 - Causewave
 - GRCC
 - The Accelerator
 - Business Community Rep
 - Joe Morelle
 - Butler/Till
- Tablers – assume 8 tables
 1. The Accelerator
 2. GRCC
 3. EV Charge Solutions
 4. NYSERDA – outreach staff
 5. Energy Auditor
 6. EV dealer
 7. Heat pump supplier
 8. Design firm leading development with heat pumps
- Guests: developers, business owners, organization leaders, architects, engineers, planners.
- *Note: National Drive Electric Week begins Sept 18, RIT GRCC event weekend*

Amped Campaign Year 2

- Amped Year 2 Objectives:
 1. Continue reaching target organizations
 2. Move target organization through decision cycle
- Amped Year 2 Work
 - Content development
 - Social media: organic and paid
 - Webinars
 - New content: white papers, case studies, tools, success stories
 - Website updates (as needed)
 - Project management
- Amped Year 2 Budget: \$45,000-\$50,000

Thank you!