

Electrify Heartland Plan

Appendix U: Social Media



Project title: Kansas – Missouri
Community Readiness for EV and EVSE

Funded by: US DOE DE-EE0005551

By: Metropolitan Energy Center
and Kansas City Regional Clean Cities Coalition

With: Black & Veatch





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CFDA Number 81.086



Electrify Heartland Plan

Electrify Heartland Project Abstract

Electrify Heartland is an electric vehicle planning project managed by Metropolitan Energy Center. It is a product of the Greater Kansas City Plug-In Readiness Initiative, co-chaired by Kansas City Regional Clean Cities Coalition. Our goal is to produce a regional plan to prepare public resources and secure the economic and environmental benefits of plug-in vehicles within targeted metro areas with estimated 2.7M population. The targeted metro areas include Kansas City, MO & KS; Jefferson City, MO, Wichita, KS; Salina, KS; Lawrence, KS; and Topeka, KS. (14 Counties: Cass, Clay, Cole, Douglas, Jackson, Johnson, Leavenworth, Miami, Platte, Ray, Saline, Sedgwick, Shawnee, Wyandotte).

Electrify Heartland Steering Committee

Team	Organization	Name
Charging Stations	Initiatives	Troy Carlson
Charging Stations	LilyPadEV	Larry Kinder
Charging Stations	Logios	Gustavo Collantes
Government Policy	Polsinelli Shughart PC	Alan Anderson
Government Policy	Black & Veatch	Bill Roush
Project Administration	Metropolitan Energy Center	Ruth Redenbaugh
Project Administration	Metropolitan Energy Center	Kelly Gilbert
Public Education	Nation Ranch Marketing, Inc.	Bill Patterson
Training	Kansas City Kansas Community College	Bob McGowan
Training	National Electrical Contractors Association	Jim Cianciolo
Utility Grid	Black & Veatch	Sam Scupham
Vehicle & Fleet	University of Missouri at Kansas City	Henry Marsh

Exhibit i-i. Electrify Heartland Steering Committee Members



Table of Appendices

The following appendices are in separate files on www.ElectrifyHeartland.org

- A. EV Readiness Index
- B. Greater Kansas City Plug-in Readiness Strategy
- C. Grant Proposal for Project
- D. EVSE Permitting Recommendations
- E. Federal Highway Administration Signage Memorandum
- F. EV Business Coalition
- G. Automotive Technician Curriculum
- H. Electric Vehicle Infrastructure Training Program promotion
- I. Getting started with EV
- J. Electric Vehicle Fleet Tools
- K. Electric Vehicle Hangtag
- L. EVSE Site Host Considerations
- M. Initial Website Map
- N. Air Quality
- O. EV Ready Communities
- P. Sample Presentations about EV Forecasts and Redirected Spending Potential
- Q. EVSE Corridor Analysis
- R. Blank
- S. Blank
- T. Blank
- U. Social Media
- V. Press Kit
- W. Contributors
- X. Exhibits
- Y. Glossary
- Z. Bibliography



Appendix U: Social Media

Synopsis:

Reports can be provided about the number of times a Website was accessed. Analytical reports show the efficacy of marketing campaigns to draw the public to your social media sites. Below is an example of an analytic report that shows the increase in activity during our “Where in the Heartland is EVSE?” contest in August 2012. The contest increased awareness of Electrify Heartland social media and increased awareness of the growing number of EVSE in our area. Increased usage of our Facebook account also allowed a specific URL, which made future outreach campaigns easier to direct to our information.

Section Author:

Bill Patterson, Nation Ranch



Google Analytics

Electrify Heartland - http://www.electrifyheartland.org

Electrify Heartland [DEFAULT]

Audience Overview

Aug 1, 2012 - Nov 6, 2012

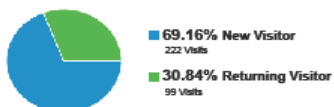
% of visits: 100.00%

Overview



222 people visited this site

- Visits: 321
- Unique Visitors: 222
- Pageviews: 661
- Pages / Visit: 2.06
- Avg. Visit Duration: 00:02:18
- Bounce Rate: 55.45%
- % New Visits: 69.16%



City	Visits	% Visits
1. Overland Park	76	23.68%
2. Kansas City	33	10.28%
3. Topeka	24	7.48%
4. Lawrence	15	4.67%
5. (not set)	11	3.43%
6. Portland	8	2.49%
7. Charlotte	7	2.18%
8. Washington	6	1.87%
9. Chicago	6	1.87%
10. Mission	6	1.87%

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Exhibit U-1. Google Analytics showing effect of our Where in the Heartland is EVSE? contest