

Electric Mobility Strategy Engagement Summary



A comprehensive, inclusive, strategic engagement plan was employed throughout a 8-month period to effectively solicit, gather and assess local insights, interests and forecasted trends, to inform the development of the electric mobility strategy for Burlington.

BurlingtonGreen leveraged our established 14+ year history of effectively engaging with all sectors of the community, and our growing online audience of more than 12,000 people to execute a multi-faceted engagement campaign, with key highlights summarized below.



Facebook

108
Posts

942
Engagements

33,350
Accounts reached

5 Ads

Clicks **322**

Engagements **773**

Reached **26,552**

Impressions **54,293**



Instagram

38
Posts

3,738
Reel views

494
Engagements

10,719
Accounts reached

30
Stories

"It is so much better than you can ever imagine. Don't hesitate. We're waiting for you!"

- Share your EV Story participant



Twitter

107
Posts

19,433
Accounts reached

442
Engagements





Email

 **10**
Newsletters sent

 **278**
Link clicks



Community engagement

 **665**
Community survey responses

 **122**
Draft actions survey responses

 **43**
Comments on draft actions

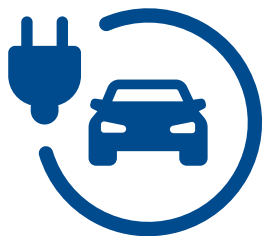


Stakeholder engagement

 **47**
Stakeholders

 **39**
Organizations

 **39**
Interviews & Meetings



Events: Plug N' Drive MEET

MEET = Mobile Electric Vehicle Education Trailer

 **16**
Days

 **203**
Appointments

 **128**
Drop-ins

 **362**
Test drives

"This was an excellent opportunity to experience electric vehicles. Great explanations. Thank you!"

-Plug N'Drive attendee

This opportunity was sponsored by the City of Burlington and Burlington Hydro.

