

Virginia's Education and Outreach Effort

Barriers Addressed:



Crafting a Campaign to Promote MBUF Program Enrollment

The Coalition developed a digital campaign tailored to inform eligible drivers about the Mileage Choice Program in Virginia. The outreach effort leveraged the results of an initial message campaign completed in Phase 4, when the Mileage Choice Program first launched.

New surveys and focus groups during Phase 5 provided key insights and were used in the campaign communications design. For additional insights about the importance of surveys and focus groups, see **the Motivation for MBUF** section.

The Coalition produced [a video](#) to educate Virginians about the Mileage Choice Program. The video can be found on the program website and will be displayed at DMVs throughout the state.

The Coalition also developed an online calculator to help motorists evaluate their potential cost savings from participation in the Mileage Choice program. This interactive tool provides a simple means to assess potential financial benefits based on their individual vehicle and driving habits.

Digital Outreach Goals



Raise awareness of the Mileage Choice Program among EV and hybrid/high-efficiency vehicle owner audiences.



Increase interest among Virginia drivers to learn more about Mileage Choice.



Encourage conversion (program sign-ups) on the Virginia Mileage Choice Program web page.

Outreach Audiences



High-Value
Vehicle Owners



Work From
Home
Employees



Commuters



Retirees



Drivers at EV
Charging Stations



Interested Drivers
(drivers who previously interacted
with Virginia DMV content)

Virginia's Digital Campaign Results

The campaign sought to understand which digital messages resonated with drivers who were eligible for the Mileage Choice Program. The Coalition used different digital ads and adjusted throughout the campaign based on results. **All ads were used in various contexts and all performed well**, yielding strong engagement and thousands of impressions across multiple platforms. Overall, the digital campaign had over double the average “click-to-conversion” rate with over 17,000 initial conversions to sign up for Mileage Choice (clicks to “check eligibility” or “sign up” once landing on-site). Digital ads are excellent for message testing because they offer a fast, data-driven, and cost-effective way to evaluate how different messages perform with real audiences. Virginia’s program and this work will continue to serve as a model for other states.

Campaign Engagement



15,821,771

Total Impressions

The number of times an ad or post was displayed by the platform algorithm.



207,217

Total Ad Clicks

A click on an ad to the campaign website.



8.3%

Click-to-Conversion Rate

(over double the average rate)

There were 207,000+ clicks to the site and 17,000+ initial conversions to sign up for Mileage Choice.

Digital Ad Examples

Ads read top to bottom

