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Power2Charlotte goes Mobile

The City of Charlotte's energy efficiency and conservation educational campaign "Power2Charlotte" goes mobile May 25 with the launch of a mobile website and an on-the-move promotional campaign on CATS and LYNX.

The mobile campaign features simple messages on the exterior of more than 20 CATS buses encouraging people to get the power to recycle and the power to conserve by visiting Power2Charlotte.com. Visitors to the site can sign up for a free newsletter featuring the City's energy grant projects in addition to energy tips and notices for events that promote conservation and protect the environment.

Over the next three months transit riders will also be able to test their energy IQ while riding the LYNX light rail. Interior posters will pique rider curiosity by asking, "where do you and millions of Americans spend the majority of your energy budget?" The rider is given three options to choose from, including appliances, heating and cooling, and water heating. Each answer is associated with a Quick Response (QR) Code. Using a smart phone and a free app, the rider can scan the answer to see which one is correct. Upon reading the code, the app will launch another aspect of the campaign: a mobile-enabled website, which delivers a page to the rider that confirms or corrects the given responses as well as provides more information on the answer to the question.

To find the correct answer and learn more about the quiz, visit www.power2charlotte.com/quiz.

Smart phone users can obtain QR code software through various internet sites and retail vendors specializing in the smart phone and its operating accessories.

"The added benefit to combining the QR code and the mobile site is that the campaign can be measured for effectiveness. Each QR code will send the rider to a unique landing page where page visits can then be tracked and measured. This will help us determine the value of our information and determine future messages," says Kim McMillan, Director of Corporate Communications & Marketing.

The new mobile website features all the content related to the City's energy initiatives as well as the interactive map functionality from the existing site. The map is especially useful for mobile users who want to locate different initiatives on-the-go.

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