



Central Texas Fuel Independence Project

Central Texas Fuel Independence Project | Creating Brand Clarity for Multiple Stakeholders

CHALLENGE

As a federally funded initiative from the Department of Energy, the Central Texas Fuel Independence Project (CTFIP) educates and advocates for the adoption of plug-in electric and natural gas vehicles in the Central Texas Region. Managed by Austin Energy, the City of Austin's municipally owned electric utility, over the years CTFIP had evolved from earlier analysis and development projects under the name Texas River Cities Initiative.

OBJECTIVE

CTFIP engaged Pierpont to develop cohesive messaging that reflected the project's evolution and goals—while taking into account its many tiers of stakeholders.

SOLUTION

After initial discovery and research, Pierpont coordinated in-person messaging sessions and surveys of key leaders. This included feedback from CTFIP's core stakeholder groups including: electric vehicle and natural gas dealers, fleet managers, first responders, electric vehicle owners and property owners.

RESULTS

Pierpont developed a cohesive, multi-tiered messaging framework to provide CTFIP a clearer way to articulate its unique value to the Central Texas Region. This messaging was woven through its talking points for media interviews, website and collateral.