

**ZEV Outreach Stakeholder Group Meeting**  
**May 1, 2002**  
**Sacramento, California**

The ZEV Outreach Stakeholder Group meeting was held at the Cal/EPA Headquarters Building in Sacramento on May 1, 2002. The meeting began at 10:00 a.m. and concluded at 12:00 p.m.

I. New ARB Outreach Materials

The meeting began with a review of recent outreach events. The Air Resources Board (ARB) has designed some new vehicle specification posters that were displayed in the meeting. On-line versions are on the web at: <http://www.arb.ca.gov/msprog/zevprog/factsheets/avalzevs.htm>. Currently, the ARB would be happy to offer electronic versions for people to use at their events. The posters print out well in 8½ by 11 format and are good as handouts to go along with the posters. Jamie Knapp asked if ARB could print out poster size color copies because a lot of people don't have resources to do color printouts. ARB will look at which would be in greatest demand and how much it would cost. Response to these outreach materials was very good at UC Davis Picnic Day and California State University Sacramento Earth Day.

*Note cost information found out since meeting: Cost for outputting the vehicle specification posters at 20" x 30" will be about \$65 for just the output, and about \$90 each with the laminate. We have two other options: We can print out 8.5 x 11 versions and have them laminated in house for free. The limitation would be that we couldn't produce very many - maybe 15 of each poster. Drivers could put these in their car windows while parked so people could read them. Another option would be to have downloadable PDF files of each of the posters online so drivers could output them how they like (black and white hand outs, color prints, or blown up posters).*

II. ZEV Incentives Stakeholders Group Update

Judy Yee gave an update on the latest ZEV Incentives Stakeholder Group activities. The main focus of the ZEV Incentives Group has been developing expanded guidelines for ZEV incentives. The Lowenthal program will be continued through December 31, 2002. The consumer and fleet ZIP II Guidelines were approved by our Board on April 25, 2002. ZIP II is not retroactive. Vehicles must have a 3-year warranty – a full one-year warranty and then a prorated warranty for the next 2 years. Vehicles must be on ARB's list of eligible vehicles before they can receive a grant. New categories that are included in ZIP II are zero emission motorcycles, neighborhood electric vehicles and city EVs. For information about this group's activities, please visit: [www.arb.ca.gov/msprog/zevprog/stakeholder/incentives/incentivesg.htm](http://www.arb.ca.gov/msprog/zevprog/stakeholder/incentives/incentivesg.htm)

The South Coast AQMD has begun implementing the Lowenthal program in their area. The South Coast plans on augmenting their fleet grants with Lowenthal grants.

### III. Infrastructure Stakeholder Group Update

Gayle Sweigert provided an update on the activities of the Infrastructure Stakeholder Group. They were meeting the next day on May 2, 2002. They have been working with a contractor on a new database system that will collect charging information that can be access on-line. For more information about this group's activities, please visit:

[www.arb.ca.gov/msprog/zevprog/stakeholder/infrastructure/infrastructuresg.htm](http://www.arb.ca.gov/msprog/zevprog/stakeholder/infrastructure/infrastructuresg.htm)

### IV. Legislative Update

Dave Modisette was not available to provide a legislative update at our meeting but did provide one the next day at the Infrastructure meeting. This update is provided for you here.

*AB 1314*, which is sponsored by the Production EV Drivers, would make it an offence for an internal combustion vehicle to park in designated electric vehicle (EV) parking spot. The program would be implemented with a new decal. It was passed by the Assembly, and is scheduled on May 7<sup>th</sup> to be heard by the Senate Transportation Committee.

*AB 2461* would continue the existing exemption for the incremental cost for registering an EV (e.g., for determining the registration cost for the vehicle) through the year 2009. The Taxation Committee heard the bill on Monday. It was sent to the "Suspense File"; however, it is expected to eventually pass.

*AB 2677* was passed by the Assembly Appropriations Committee on May 1<sup>st</sup>. It would direct the California Energy Commission (CEC) to develop model ordinances, which local governments could adapt if they want, for preferential parking policies for alternatively fueled vehicles.

*AB 2774*, which grew out of a CALETC Roundtable initiative, would establish a broad stakeholder task force to develop a public information campaign for advanced technology vehicles. It would include representatives from Resources Agency and Cal/EPA.

*AB 1058* would give ARB authority to develop regulations to reduce carbon dioxide emissions. It has passed both the Senate and Assembly, but needs to go back to the Assembly for approval of amendments made to the bill by the Senate.

## V. Clean Air Labeling Program Update:

ARB staff has been asked to put together a proposal to take to our Board in July 2002 that would establish a “clean air label” for mobile, stationary, and off-road equipment. The proposal to our Board will include an implementation plan, proposed design for label, and guiding principles. The ARB is looking at several options for the label including a two-tiered program that identifies zero emission and near-zero emission products. In this case, equipment such as electric lawn mowers would be eligible for zero emission stickers. A public workshop took place in late April. A 2<sup>nd</sup> public workshop is scheduled for June 7<sup>th</sup>. This project will give consumers a choice and will help inform the public about clean air vehicles and products. Staff will make sure information on the 2<sup>nd</sup> workshop is sent to the mobile source list serves.

## VI. ZEV Outreach Updates

- a. Website Development — ARB staff have put more focus on upgrading the ZEVinfo.com web site. ZEVinfo.com is where people will find info on incentives, vehicles, etc. The contract is being finalized between ARB and the vendor chosen for the job, BATIZ.com. We will work with the stakeholder group as we proceed with improvements and changes to the site.
- b. Message Development— At previous meetings, the group has discussed the kinds of messages we need for different audiences. We have decided to contract with an outside firm, JHME, to work on message development. They will work with us on messages for the ZEV College Tour as well as for other audiences. The messages will include the “family of clean cars.” Jamie Knapp told us how JHME had wanted to do more market research in order to do message development. Currently, the ARB does not plan to do any market research due to lack of funds.
- c. Dealer Brochure— Staff will be working with the California Motor Car Dealer’s Association on copy for this brochure before going to the Department of Water Resources for design. Jamie Knapp suggested we work on the messages before we design this brochure. We agreed with her and may try to this approach now that we have more time to work on this product.
- d. JD Powers Study Hybrid Study— ARB staff looked into obtaining a copy of the J.D. Powers and Associates Hybrid Study. As it turned out, this would cost us \$36,000. ARB has the table of contents and power point presentation with example graphics. As you probably assumed, this is too much money and the ARB will not be purchasing the study.
- e. EVAA EV Road show—according to EVAA it is “on-hold” for now.

## VII. Clean Car Education Marketing Proposed Strategy for 2002-3.

A draft "Clean Car Education/Marketing Proposed Strategy for 2002-2003" was discussed. It is available on the stakeholder web site. This draft needs further

work. It is broken down by audience and includes possible messages and activities to reach them. Our next step is to have JHME come in and fine-tune it.

A list of different outreach events was also discussed. This is also available on the outreach web site. The next step is to prioritize the events and put them into the plan. Jamie Knapp suggested that the ZEV industry events should be a lower priority since we're "preaching to the choir." Regional events such as Clean Cities are good for reaching fleets. Reaching dealers is a good. ARB has learned that field meetings are a good way to reach dealers. Education events are good. ARB went to the National Science Teacher's Association meeting with the CA FCP and the response was great. We plan to go to the CA Science Teachers Association in October. Regional events are also good for reaching new people such as the Race for the Cure. Jamie Knapp suggested we look into reaching the Society of Environmental Journalists. Also, California State Association of Counties (CSAC), Society of Professionals (may be too broad). Jamie suggested we also consider the health crowd such as medical or doctor associations. Some of these audiences we may just want to send information to rather than attend events.

#### VIII. ZEV College Tour

The overall focus of the ZEV College Tour is to get the next generation of car buyers to be more receptive of new clean-air technologies. The first event at CSUS will be a "pilot event." If this is successful, the ARB plans to go to 12 campuses over the next year or two. We will have several cars, ride and drive close by and information on what's available now and what's coming in the future. We are planning to do a survey to find out what they like/dislike about the event and their perceptions of EVs and advanced technology cars. We are planning promotions on campus radio, local radio, leaflets/posters, campus newspapers, signs around campus, signs at main entrances, students will pass out fliers on day of event encouraging students to attend. SAE student group has sponsored. Student partnerships are important. Pilot at Sac State is May 8<sup>th</sup>. Jamie Knapp suggested we mix up geographically where we go. Some suggestions include CSUS, Davis, Berkeley, Stanford, UCLA, and San Diego.

*Note: The event was a big hit on May 8<sup>th</sup>.*

#### VI. 4<sup>th</sup> of July

ARB is planning to provide locations and contact information on the parades in California. A 4<sup>th</sup> of July web site is now available. Sample handouts, banners and speaking points will be added to the web page. Jamie Knapp concurred with this approach. Graphics will be available by mid-June. Jamie Knapp will help develop sample letter/talking points that drivers can use to tell event coordinators why they want to participate.

*Note: The web site and list of parades and activities has been posted.*

IX. Next Meeting:

The next meeting will be on June 19 in El Monte. This was coordinated with the infrastructure meeting being held on June 20 also in El Monte.

X. Action Items:

- ? ARB is going to look into the cost of producing some additional posters to provide to different stakeholders to use at outreach events.
- ? ARB will set up the 4<sup>th</sup> of July web site with event information in California
- ? ARB will add sample banners, handouts and messages to the 4<sup>th</sup> of July site.
- ? Jamie Knapp and Wendy James will coordinate drivers for the 4<sup>th</sup> of July.
- ? Jamie will provide suggested speaking points for drivers.