

**Meeting Summary  
ZEV Outreach Stakeholder Meeting  
September 18, 2002  
Sacramento, California**

1. Introductions

**Attendees:**

Lori Williams, Sierra Research  
Justin Bereny, EV Info.  
Ed Huestis, City of Vacaville  
Steve Douglas, Alliance of Auto Manufacturers  
Tom Dowling, EV driver and advocate  
Kevin Collins, Advertising Rising  
Daniel Gheringher, SMUD  
Ben Ovshinsky, Ovonics  
ARB: Lisa Kasper, Analisa Bevan, Krista Eley, Gerhard Ahtelik, Adam Gromis, Jerry Martin and Jim Fischer

**Teleconference:**

Stacie Campbell, Ford  
Lisa Mirasola, SCAQMD  
Robert Saunders, Southern California Edison  
Wendy James, California ZEV Alliance

2. ARB Updates

Lisa Kasper provided an overview of the agenda. Some items in the agenda had been covered in the earlier ZEV Incentives Stakeholder Group Meeting. For a summary of these items, please visit <http://www.arb.ca.gov/msprog/zevprog/stakeholders/incentives/incentivessg.htm>.

3. Stakeholder Updates

Lisa Mirasola provided an update on the Fleet ZEV Incentive Program in the South Coast area. They are planning to put an article about this program in the December 2002 issue of the SCAQMD newsletter (Update – article was put in the October 2002 issue). There was a good turn out at last week's fleet workshop however there needs to be more outreach done to private fleets. The group suggested going to the Clean Cities Coalition and business associations.

Ed Heustis provided an update on the EVs in his area. To date, residence or employees of Vacaville and Dixon lease 71 EVs. They include 61 EV1s and 7 S-10s. Delivery of the RAV4s should increase this number soon.

Analisa Bevan provided an update on the Davis EV Task Force. The Task Force has been working on a "Guide to Driving Clean" mailer that will go to all Davis residents at the end of the year. This mailer focuses on the available clean vehicles, air quality benefits, and alternate transportation options. This publication could be used as a template for other communities to adapt in their area.

Ben Ovshinsky provided information regarding plug-in hybrids. He stated that they are a win-win-win situation and technology and informed the group that an SUV hybrid from UC Davis was currently being shipped to Europe and then will be shipped to Japan. EPRI is taking this work very seriously.

Lisa Kasper mentioned the success of the California Fuel Cell Partnership California Coast 2002 Road Rally. ARB helped plan a successful test ride event at California State University Monterey Bay. For information and pictures of the event, please visit the Partnership web site located at <http://www.cafcp.org>.

#### 4. ARB Outreach Update

**Dealer Brochure:** Peter Welch of the California Motor Car Dealer's Association is reviewing the dealer brochure. More information on this item should be available at the next meeting.

**ZEV College Tour:** The next ZEV College Tour event will take place on October 23 at UC Davis.

**ZEVinfo.com – DriveClean.gov:** Batiz.com has been doing a great job on the new web site. We will be changing domain name to DriveClean.gov in order to be more inclusive of the family of clean cars. The web site should be finished by the beginning of next year and will include a dealer locator and FAQ among other things.

Lisa Mirisola suggested that the dealer locator include a direct link to the EV portion of a manufacturer's or dealer's web site and that there should be a contact name and phone number for the specific ZEV specialist at each dealer. She also suggested that staff verify this information on a regular basis since these things change frequently. Ed Heustis suggested putting some indication of eligibility on the web site since he gets a lot of calls from all over California for his program that is only applicable to people that live or work in Vacaville and Davis. Lisa Kasper mentioned that there would be a zip code look-up feature, which should help alleviate this problem. For now Lisa will add a couple of sentences to the ARB incentives web site. It was also suggested that the web site be very clear about what is available now and what will be available in the future so that it doesn't get people's hopes up about vehicles and technologies that are not available.

Wendy asked if there were any plans for the web site and outreach materials to be Bilingual? Not at this time, however if we have more funding this may be possible. We are in the process however of making the incentives information bilingual. Wendy offered to help with some review of these materials – which is greatly appreciated.

#### 5. 2003 Outreach Plan

The 2003 Outreach Plan was revised based on comments at the last stakeholder meeting. Wendy James stated that in light of the injunction, the outreach plan should be changed to reflect the fact that not many EVs will be available in the near-term. She suggested it should focus more on education rather than on selling cars. Analisa Bevan stated that the beauty of the plan is that it is broad and includes the family of cars. Steve Douglas stated that the family of clean cars benefits from all outreach. A Battery EV is our flagship vehicle however there are many technologies available now. Wendy

suggested we be more strategic on how we include fuel cell vehicles. Wendy also suggested we include more emphasis on our past successes. Steve thought we should emphasize SULEVs with information that fuel cells are decades away. Lisa committed to looking at opportunities in the plan to broaden education and add past successes.

Jerry Martin from PIO would like to see us educating the public about fuel cells in advance of their availability because it is too late to educate the public once the cars come out. However, Steve wanted to emphasize that it will be a minimum of 10 years before these vehicles are available. This discussion led us into prioritizing the 2003 outreach events and opportunities.

#### 6. 2003 Events – Prioritizing

Next the group went through the list of 2002 and 2003 Proposed ZEV Outreach Events. Ed Heustis mentioned the Transportation Expo on Sept 28 hosted by the Solano Transit Authority. Analisa and Lisa suggested that Ed borrow ARB's vehicle specification boards and that ARB would be happy to loan the boards out to local communities and groups.

Ben suggested we target newspaper editors using Jerry Martin's media resources.

Analisa stated that the ARB budget is not looking good. It was suggested that sharing resources would allow us to achieve more with less money. For instance ARB and Southern California Edison should combine efforts since they both attend many of the same events and conferences. We need to prioritize the outreach that we want to do and then present it to the Executive Office.

For the results of this discussion, please see the attached list of events and their priorities.

#### 7. Next Steps

The next meeting will be in Sacramento on December 4<sup>th</sup>\* in conjunction with Infrastructure Stakeholder Group meeting. Because ARB Staff can't travel to Southern California, the ARB will look into setting up video conferencing in El Monte.

**Please note that the December 4, 2002 meeting has been cancelled. The next meeting will be in late March 2003.**

#### 8. Action Items

- ◆ Lisa will add a couple of sentences to the ARB incentives web site to address Ed Huestis' issue with getting statewide phone calls - Done
- ◆ ARB staff will send out a copy of the ZEV College Tour survey for input.
- ◆ ARB will look at opportunities to broaden the outreach plan to focus more on education and highlighting past successes - in light of what we know today.
- ◆ ARB will change goal #2 in the action plan to say "family of clean cars" - Done
- ◆ ARB will provide update on status of the ZEV Regulation at the December meeting.
- ◆ ARB will put event list on the stakeholder web site and keep it up to date on who will support which events.

- ◆ Lisa will email people to get specific races and events that people want to participate in.
- ◆ Robert Saunders of SCE will send ARB list of outreach events – Done.
- ◆ Wendy may be able to review and translate outreach materials.