

**Public Workshop on Development of a Long-Term Plan for the Clean Vehicle
Rebate Project and Light-Duty Vehicle Incentives**

10:00 a.m. – 3:30 p.m.

Meeting Agenda

10:00 am	Introduction and Overview of Clean Vehicle Rebate Project and Requirements of SB 1275	Air Resources Board
10:20 am	Overview of Framework for Conducting Market and Technology Assessment	Air Resources Board
10:50 am	Clean Vehicle Rebate Project, Statistics, and Consumer Survey	Colin Santulli & Brett Williams, Center for Sustainable Energy
Noon	Lunch Break	
1:00 pm	“Identifying the Plug-in Electric Vehicle Consumers and the Role of Incentives”	Gil Tal & Michael Nicholas University of California, Davis
1:30 pm	“California’s Early Plug-in Electric Vehicle Market and Policies”	J.R. DeShazo University of California, Los Angeles
2:00 pm	“New Car Buyer’s Knowledge and Valuation of Zero Emission Vehicles”	Kenneth Kurani University of California, Davis
2:30 pm	Discussion	
3:15 pm	Next Steps	Air Resources Board