

**Meeting Minutes for
April 11, 2001
ZEV Outreach Stakeholders Meeting**

I. Attendees: See Attachment 1

II. Introduction:

The meeting began with a recap of the February 26, 2001 zero emission vehicle (ZEV) outreach Workshop. At the 2/26/01 workshop, the Air Resources Board committed to work with a smaller stakeholder group to address outreach and public education for ZEVs. The April 11, 2001 meeting was the first gathering of this group. So far, the ZEV Outreach Stakeholder group will be open all those interested in participating

III. Stakeholder Group Mission and Goals:

The draft mission and goals were presented to the stakeholder group for discussion. This original draft has been revised based on the group's comments and is included as Attachment 2. Below are some of the comments brought up on this document.

Goals:

Steve Douglas of the Alliance of Automobile Manufacturer's suggested that in order to measure our success with regards to ZEV outreach, we should clearly specify our goals. One way to do this would be to quantify our goals, such as the number of people we plan to reach in a particular year and the percentage of ZEVs and alternative fuel vehicles we expect in the state and other government fleets by a certain year.

Strategies:

Based on comments from the Stakeholder Group, strategies were added to the mission and goals document (Attachment 2). It was noted that it is important that we define our goals and then fit our strategies into that goal. Three major strategies discussed were market research, information exchange and demonstration.

Market Research:

A stakeholder member asked about the EPRI hybrid electric vehicle market research study. This should be available soon and will be distributed to stakeholder members.

There was a discussion about the need for new market research. One idea was to examine the effect that HOV lane access and other incentives have on consumer behavior. CEC has been conducting some research to determine what motivates consumers when they purchase a new vehicle including monetary and non-monetary incentives as well as other factors.

It was also suggested and agreed upon that we need to evaluate what market research has already been done and determine what we still need at this point.

Information:

Regarding information exchange and sharing, the group recognized the importance of sharing information with each other. Members also brought up the need to provide more information to car dealers. There seems to be a communication gap between the dealers and the manufacturers. However, Michael Love of Toyota expressed that the dealers are a manufacturer issue, not an outreach group issue. The ZEV Outreach Stakeholder group should educate the general public to get them into the dealerships.

Some other ideas for information sharing include developing a speakers bureau and being more proactive by countering bad EV press.

Demonstration:

Below are demonstration ideas that were discussed:

- ? Ride & Drives
- ? Loan vehicles for an entire week with a temporary charger. 1 day is not enough time.
- ? Presence at non-EV conferences. Hosting a fleet manager's conference and using Clean Cities for demonstration purposes.
- ? Consider upcoming Michelin challenge in LA/ there will be a run to Las Vegas
- ? ZEVEN 2001

IV. ARB's and Stakeholder Group's current role in ZEV outreach

While developing a comprehensive outreach plan with goals, tasks and priorities as well as the financial resources to carry out such a plan it was suggested that the ZEV Outreach Stakeholder group concentrate on projects that are near-term and supportive of the pre-market environment, such as improving and revamping www.zevinformation.com.

V. Web page enhancements

Attachment 3a and 3b are flow diagrams with proposed changes to www.zevinfo.com. ARB is pursuing some different options for completing the web page enhancements and changes. They are:

Option 1: Complete in-house with existing expertise and resources

Option 2: Spend approximately \$30,000 - \$40,000 and outsource the work to a professional web design shop.

A web page subcommittee was formed to work on this project. Members of this subcommittee are listed in Attachment 4. This subcommittee will meet either in person or by conference call quarterly, or more often if needed. The goals of this subcommittee are to develop and implement modifications and improvements to the web site, www.ZEVinfo.com. This group has not met yet. The first meeting will be in late August.

Here are some ideas from the Stakeholder group for enhancements to Zevinfo.com:

- ? Needs to be more menu based
- ? Needs description of the different vehicle types and to show the diversity of vehicles.
- ? Needs information about upstream emissions.
- ? Needs a press area
- ? Viewer needs to know what's behind each of the options
- ? ARB needs to consider the target audience/ existing site is a resource for us
- ? Needs FAQs
- ? Some of the other stakeholders have their own sites/ find out what they could contribute to the page
- ? Include streaming video of commercials from OEMs
- ? If the target audience is the general population information needs to be in layman's terms, fewer acronyms.
- ? Has to be navigable to anyone- kid/press/anyone/
- ? Needs pictures
- ? We need to get people to keep coming back – have a "what's new?" area and post new events and demonstrations on the home page
- ? Should get feedback from users
- ? Needs keyword search on front page
- ? Refueling - emphasize the ease of refueling/ first thing on the list is "your garage"
- ? Include an events calendar

VI. Next steps/Action Items

- ? Revise Mission and Goals and distribute to ZEV Outreach Stakeholder group for comment. Distribute proposed revised web page ideas to web page subcommittee. – Lisa/ARB
- ? Assess percent of the public that know about EVs and determine a reasonable increase or goal to strive for in a certain amount of time. --- Lisa/ARB
- ? Assess what percent of the State fleet is currently electric and alternative fuel and determine a new percentage goal to strive for by a certain date. - Lisa/ARB
- ? Determine the number of people that we plan to expose to EVs each year. – Lisa/ARB
- ? CARB to send email to ZEV Outreach Stakeholder group requesting: - Lisa/ARB
 - ? Information on past surveys and market research so these can be compiled
 - ? Examples of good web sites
 - ? Each person's specialty in order to develop a resource list.
- ? Schedule next meeting. –Lisa/ARB