

ZEV OUTREACH STAKEHOLDERS MEETING

May 1, 2002
10:00 AM - 1:00 PM

Meeting Location:
Air Resources Board
Cal/EPA Building
Conference Room 720**
1001 I Street
Sacramento, CA 95812

Teleconference:*
Dial-In Number: 888-982-4490
Code: 18573
Problems connecting: 800-475-5000

PROPOSED MEETING AGENDA

- I. Introductions/Opening Remarks
- II. Update on Infrastructure Group – Gayle Sweigert
- III. Update on Incentives Group – Judy Yee
- IV. Information/update on the ARB's new proposed labeling program
- V. ZEV Outreach Updates
 - a. Legislative update
 - b. Web site development
 - c. Message development
 - d. Dealer brochure
 - e. J.D. Powers and Associates hybrid study
- VI. Discuss Creative Strategy and 2002/2003 ZEV Education/
Outreach/Marketing Plan
- VII. Prioritize 2002/2003 events
- VIII. ZEV College Tour 2002 – Pilot May 8 at CSUS
- IX. Discuss 4th of July plans
- X. Other items
- XI. Schedule next meeting

*Dial-in can begin 15 minutes prior to meeting start time.

**To get through security, please call:

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Adam Gromis	322-1990
Linda Davis	323-6169

For questions or suggestions regarding this agenda before the meeting, please contact Lisa Kasper at (916) 327-2932 or at lkasper@arb.ca.gov