



**ZEV Outreach Stakeholder Group**  
**4<sup>th</sup> of July**  
**Electric Vehicle Outreach**



4/29/02

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Date Thursday, July 4, 2002

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Description The Air Resources Board will provide information on its web site and through the list server to electric vehicle drivers and advocates to encourage widespread saturation of electric vehicles in 4<sup>th</sup> of July parades and at corresponding events.

ARB will participate in parades locally and depend on EV drivers and advocates to find and participate in their local parades

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Web site † Announcement of 4<sup>th</sup> of July plans  
† List of 4<sup>th</sup> of July parades and events in a variety of cities. This list will depend on drivers providing ARB with information.  
† List of ARB activities that day  
† Sample letter to parade director  
† Samples of the types of information to distribute at parades and events  
† Log of parades and events EV drivers and advocates participated in  
† Following the 4th of July - photos of parades and events

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Materials † List of 4<sup>th</sup> of July parades and events  
† Sample participation letter  
† Sample handouts