

**Outreach Stakeholder Meeting Summary**  
**June 19, 2002**  
**EI Monte, CA**

Attendees: Wendy James (the Better World Group), Ed LaRocque (Toyota), Greg Hanssen (Production EV Drivers Coalition), Sarah Rudy (Ford), Lisa Kasper, Gayle Sweigert, Analisa Bevan, and Judy Yee (ARB)

**ZEV Activities Update:**

Infrastructure Stakeholder Group: Gayle provided an overview of the June 18 Infrastructure Stakeholder Meeting. A meeting summary will be available at <http://www.arb.ca.gov/msprog/zevprog/stakeholders/infrastructure/infrastructuresg.htm>.

Fleet Incentive Program: Gayle provided an overview of the Fleet Incentive Program. This presentation is available on the ZEV Outreach Stakeholder web site located at <http://www.arb.ca.gov/msprog/zevprog/stakeholders/outreach/outreachsg.htm>

Labeling Program: Analisa provided an update on the ARB's clean air labeling program. However, since this meeting, staff has learned that the labeling program is not going to the Board in July 2002 and no new date has been set.

Toyota RAV4 EV Program: Ed LaRocque provided an update on the Toyota RAV4EV marketing. Toyota is continuing their program. They have delivered over 100 electric vehicles (EVs) and have 50 orders in the system. They have developed a TV ad that will be launched in July. There seems to be a steady level of interest and Toyota is very satisfied with their volumes to date.

Web Site: The contract with Batiz.com was finalized on June 26. Work should begin in July.

Dealer Brochure: ARB staff is refocusing efforts on the dealer brochure. Staff will be working closely with the California Motor Car Association to ensure that this brochure meets their needs. Rather than a small marketing piece, staff will develop something more technical to educate the managers and dealership owners. A smaller, less detailed brochure will supplement this piece for the salespeople. Staff is also working on a new incentive brochure that will include all clean car incentives for general public.

Costs of Producing Materials: The cost for producing the vehicle specification sheets to poster size and laminating them is \$90/each. This is too expensive, given ARB budget constraints. Color files are on-line in PDF format. These can be printed and reproduced in a variety of sizes. Black and white copies work well

as handouts. It was suggested that ARB contact Kinko's headquarters to see if they could get a reduced rate for drivers.

EVAA Electric Transportation Industry (ETI) Conference Update—Ed LaRocque provided an update on the EVAA ETI Conference taking place this December in Hollywood Beach, Florida. The hotel is a brand new destination resort. 65% of the exhibit space has been sold already. Planning for EVS20 in Long Beach has already begun.

### **ZEV College Tour:**

The ZEV College Tour pilot event took place at California State University Sacramento on May 8, 2002. It was a great success. 60 students and professors participated in the ride and drive and many more stopped by the exhibit area. Each person participating in the ride and drive had to complete a survey before driving a car. A copy of the survey and the results are on the outreach stakeholder web site. Staff will use the survey results to improve future events. Ed thought we had some good information and would like to see us build upon the survey. It was suggested that we do a pre and post survey (pre drive and post drive). ARB is considering “a clean car pledge” at future events. Wendy suggested that a “wallet sized” card with different facts would be a good giveaway.

If the budget allows, ARB will do an expanded program over the next two years. We would like to do two events in the San Diego area, three in Los Angeles, three in the Bay Area, and one at UC Davis.

There was some concern expressed about our emphasis on the College Tour, however others thought it was important to “plant the seed,” even if there aren't near term tangible benefits. From here, discussion moved to the proposed outreach strategy goals and priorities included in the Draft 2002/2003 Marketing Plan.

### **Draft Marketing/Outreach/Education Plan:**

Ed and Wendy suggested ARB reprioritize the goals described in the draft marketing plan and combine some of the duplicates. Staff stated that the list was not prioritized in any specific order but will prioritize the list for further discussion at the next meeting.

Wendy thought the messages were “too defensive.” They need to be more about personal freedom. The current messages are draft. ARB will work with a contractor to develop messages.

Suggestions included:

- ? Revise messages
- ? add a "media-alert system"
- ? Include business leaders as part of the opinion makers category
- ? Include talk show hosts as part of the media category
- ? Include motto of "just drive it" for general public.

ARB staff may split the goals into separate education and outreach categories as well as add events for 2003.

#### **4<sup>th</sup> of July:**

Information for the 4<sup>th</sup> of July clean cars campaign is on the zevinfo.com and ARB's ZEV Program web sites. Wendy is working with drivers. So far there are about 15 drivers interested. Even if interest is low, this is a good model for future outreach.

#### **Next Meeting:**

The next meeting is August 14<sup>th</sup> in Sacramento. Due to budgetary constraints, all future meetings will be in Sacramento. A toll-free conference call number will be provided for all meetings.

#### **Action Items:**

- ? Stakeholders will suggest additional questions for ZEV College Tour survey.
- ? ARB staff will revise draft Outreach/Marketing/Education plan for the next meeting.
- ? ARB staff will contact Kinko's headquarters to see if they could get a reduced rate for drivers.