

Meeting Summary
Clean Car Outreach Stakeholder Meeting
August 5, 2003
Sacramento, California

Introductions

Attendees / Teleconference:

Tony Ashby, Sierra Research
Ed Huestis, City of Vacaville
Dwight MacCurdy, SMUD
Kevin Collins, Advertising Rising
Jaycie Chitwood, Toyota
Ed LaRocque, Toyota
Rick Slama, DGS
David Shearer, CEA
Kimberly Leal, Automotive Business Consulting
Scott Cronk, Energy Matters
Sara Rudy, Ford
Kara Elsdén, Electric Drive Transportation Association
Julee Ball, Cal ETC
Wendy James, ZEV Alliance
Jamie Knapp, ZEV Alliance
Greg Hanssen, PEVD
Michael Coates, Green Car Group
Fred Minassian, SCAQMD
Todd Dipaola, Kirsch Foundation
Leeor Alpern, Weststart
ARB: Melissa Meuser, Lisa Kasper, Analisa Bevan, Gerhard Achtelik, Mike Kashuba, Gennet Paauwe and Jim Fischer

Reports

EVS-20

Kara Elsdén from the Electric Drive Transportation Association gave information about the upcoming EVS-20 conference, and asked for the group's assistance with promotion, sponsorship and exhibiting. The conference will be held from November 15-19 in Long Beach, California, and will draw close to 1,000 industry professionals, media groups, and the public. There will be public days as well and a ride and drive in the Expo Hall. More information can be found by visiting www.evs20.org, or contacting Kara at kelsden@electricdrive.org.

ARB Regulatory Update

Analisa Bevan provided a regulatory update, and mentioned that the 15-day notice started Friday August 1st and ends August 25th. If there are not significant comments from the second 15 day notice, then the Final Statement of Reasons will be sent to the Office of Administrative Law (AOL). We hope to have it through OAL by end of this year.

ARB Budget Update

Analisa also provided information on ARB's budget situation, as it relates to our outreach funding. She explained that there may be ARB personnel cuts and that there is no discretionary funding available.

Incentives Update

Lisa Kasper shared information about ARB's incentive programs. Some figures she provided were:

ZIP 1

- Approximately 730 vehicles funded
- South Coast AQMD funded approximately 222 vehicles and may fund a few more vehicles that were placed prior to December 31, 20032
- All \$6.8M of ZIP 1 will be spent

ZIP 2

- To date 128 vehicles funded
- Grants total \$626,000

Fleet Zip

- 27 fleets applied
- 25 fleets approved
- 253 vehicles included in approved applications requesting \$2,660,000
- 31 vehicles have been funded for a total of \$218,000

Comments: Wendy James recommended promoting the fleets that have taken advantage of the ZIP program to the media in those communities where they operate. Another suggestion was to provide features about how these fleets are using the vehicles on the DriveClean.ca.gov web site. Also commented was the benefit of communicating to the legislators, examples of how fleets are making good and appropriate use of funds designated by them.

Infrastructure

Gerhard Achtelik led a discussion on EV infrastructure, and opened the floor to updates from representatives present. Leeor Alpern gave a Clean Car Maps update and mentioned there was a CSAA call in number for infrastructure locations. He also reported that a pilot program will be starting in the next month or so.

Rick Slama reported on EV Sacramento chargers. He mentioned that EVs are being turned in so there are not a lot of use for chargers. Some chargers that are just "sitting" are public – and some are private locations. He said there is a need to set up meeting and walk through inventory. It's important to find out where chargers are not used and to think of places to put them for better use. Jamie Knapp supported placement of small paddle chargers to be placed in areas for public access. Greg Hanssen said that drivers might be interested in helping to pay for swapping out conductive chargers for inductive.

Ed Heustis from the City of Vacaville reported on continued support for EV infrastructure in the Vacaville/Dixon area. The chargers are helpful on the Vallejo/Fairfield/Benicia side. There are 6 new chargers at the Vacaville Costco, and some installed at the city hall, a bowling center, park and ride lots. These installation processes started years ago and will now be important in supporting the EV drivers who have purchased their EVs. Ed also reported that there are 20 new small paddle chargers in Vacaville, 2 new ones in Dixon, and they continue with plans to install small paddle and conductive chargers. Placer County also received funding for additional chargers.

Dwight MacCurdy from SMUD reported on new installations in Galt, Carmichael, and a Walnut Grove library. They have 2 Gen 2+ available, some conductive, 18 DS50s, and 5 ICS 200 chargers.

Tony Ashby of Sierra Research asked who pays for the power. Ed and Dwight both responded that it depends on individual agreements, but it is typically a split responsibility of energy costs, installation and maintenance fees.

DriveClean.ca.gov

Melissa Meuser from ARB gave a short presentation about ARB's new DriveClean.ca.gov web site that will launch within the next few weeks. Main features of the site are the vehicle and incentive search sections, with supportive information detailing clean technology, industry news and links, and a media information page. Wendy James commented that the Featured Vehicle in the top left corner should match the technology category viewers are looking at. Consensus that changing the term "featured vehicle" to something more general, like "did you know about this clean car" was reached – considering the minimal programming costs that change would incur. Dwight mentioned the need to target dealers since they are often misinformed or don't know anything about emission ratings – or clean cars. ARB has plans to add a dealer resource page to the web site to provide them with quick facts to help dealers learn about the cars coming to their lots.

Lisa Kasper mentioned that the new web site would show up on search engines as people enter key words to search for cars. It was suggested that the link be provided on the DMV web site as well.

Marketing Plan

Melissa also reported on marketing plan updates that focus on communication to specific audiences. The web site information will be targeting new car buyers. It was suggested that ARB is present at car shows and also to provide some kind of handout/or giveaway (possibly magnets) for partners to distribute. It's important to promote to local government fleets – especially in areas with the worst air quality.

Melissa mentioned there will be some guidelines for use of web site information and for materials – the main concern is to make sure our messages are consistent, but give partners flexibility to use as most effective for them. The ARB would like to find ways for partners to promote clean cars in a way that is easy for them. We are willing to help in any way we can to develop materials, or offer suggestions for communication.

Suggestions for promotion were for auto manufacturers and dealers to include the web site information in their materials. Also, Rick Slama suggested that providing materials at DGS daily rental counters along with web site information would be a good outreach opportunity. Also suggested were promotion partnerships with Edmunds, EV Rentals, and internet vehicle purchasing companies – like cars.com.

Ed suggested finding a place for featured stories about how municipalities have made their regions "clean" by supporting clean transportation.

Outreach partnerships were suggested with the League of CA cities, Western City (Ed Huestis has contact). The ARB would like suggestions/direction from stakeholders as to what types of materials would be most helpful to them, or other tools that should be included on the web site.

Kimberly mentioned the need to work with dealerships in a way that helps them meet the bottom line – since that's what they care about. She suggested putting together figures – demographics, and how the public views environmental vehicles – giving them a reason to incorporate those messages in their sales efforts. She suggested that working with regional manufacturer representatives who focus on advanced technology vehicles might be a good place to start communication. Presentations to 20 group (dealership meetings in CA) would also be a good effort.

Ed suggested that making available Clean Car stickers, and fact sheets for drivers of clean cars would be equipping drivers to get the word out.

Melissa asked for stakeholders to e-mail suggestions for how to promote the web site, and also suggest formats of materials and tools that would be most helpful. Her e-mail address is: mmeuser@arb.ca.gov.

Ed Heustis made a final report on the CNG incentive program. There is \$300,000 in CMAQ funds, \$40,000 covers the total incremental cost for anyone who lives or works in half of Solano county. \$4500 is offered for the Honda GX. They are still waiting for numbers for F150 and for the Crown Victoria. Incentives allow customers to drive off the lot with \$0 down – all down paid by incentives. The program was kicked off on July 21st.