

Clean Car Education and Outreach Proposed Strategy for 2003/2004

(Updated based upon regulation changes and ARB budget limitations)

Summary of Goals

- 1) Provide simple, seamless and accurate information to identified audiences.
- 2) Promote the purchase of the family of clean cars.
- 3) Educate the public about the link between transportation choices, human health and the environment and the benefits of advanced technology, clean-air vehicle choices.
- 4) Foster an interest in cleaner cars and advanced vehicle technologies among younger generations that will have a large impact on their future vehicle purchases.

Messages

GENERAL PUBLIC – Advanced technology (clean) vehicles are:

- ◆ able to deliver on the fundamentals (performance, cost, range, lifestyle, etc)
- ◆ available now and affordable
- ◆ rapidly evolving
- ◆ a solution to environmental problems
- ◆ a step towards energy independence
- ◆ fun to drive
- ◆ inevitable
- ◆ reliable
- ◆ easily adaptable into current lifestyles – without sacrifice

FLEETS – Advanced technology (clean) vehicles:

- ◆ are a tool for a positive public image
- ◆ meet many fleet needs – without sacrifice
- ◆ will save you money in the long run
- ◆ provide solutions to fleet regulations and mandates
- ◆ have lower maintenance and refueling costs

Outreach

GENERAL PUBLIC

Goals

- ◆ Build understanding of the link between vehicle choice and human health
- ◆ Position DriveClean.ca.gov as an important research tool for new car buyers
- ◆ Develop an understanding of the importance of emission ratings

Activities

- ◆ Develop a new message and theme to apply to all materials
- ◆ Attend professional sporting (such as the Rivercats) and other public events
- ◆ Participate in regional events (ARB to consider attendance at the following):

Event	Date
Hopland Solfest	August
California State Fair	August
Grass Valley Fair	August
Greater Sacramento Clean Cities - Advancing the Choice - Bio Fuels Discussion	September
Michelin Bibendum	September
The California Science Teacher's Association Annual Conference. Long Beach, CA	October
Greater Sacramento Clean Cities - Advancing the Choice - Electricity and Hydrogen Discussion	October
EVS 20	November

Materials

- ◆ Fact sheet: DriveClean.ca.gov web site – what you'll find there and why you need it
 - ◆ Fact sheet: Why drive clean and what's available
 - ◆ Fact sheet: Emission Ratings – what they mean and why you should care
 - ◆ Various giveaways that promote web site and driving clean
-

MEDIA

Goals:

- ◆ Provide factual information about clean vehicles
- ◆ Create a resource on DriveClean.ca.gov for reporting about clean vehicles and related topics

Activities

- ◆ Press release launching online media kit
- ◆ Pitches to feature stories on clean transportation
- ◆ Host annual reporter briefings – PIO

Materials

- ◆ Online Media Kit

.....

CAR DEALERS

Goals:

- ◆ Provide a resource on DriveClean.ca.gov for getting straight-forward information about clean vehicles (page for dealers only)
- ◆ Develop an interest among sales staff in the sale of clean vehicles
- ◆ Establish that the “clean” factor of vehicles is an added sales pitch

Activities

- ◆ Provide presentations at California motorcar dealers association field meetings
- ◆ Attend/participate in dealer 20 groups
- ◆ Attend Conferences and CMDA field meetings

Materials

- ◆ Produce an educational piece for car dealership owners and managers - Working with Peter Welsh on this product. E-mailed him draft on July 18, 2002 (budget restrictions may halt this effort)
 - ◆ Produce accompanying brochure for car sales people
 - ◆ Develop dealers resource on DriveClean.ca.gov
-

POLICY MAKERS/LOCAL GOVERNMENT

Goals:

- ◆ Educate policy makers and local government about the need for clean cars
- ◆ Promote DriveClean.ca.gov as an information resource

Activities

- ◆ Support and participate in events that educate legislators and policy makers about clean car technologies

Event	Date	Location	Cost
League of California Cities Annual Conference	October	TBD	\$1000

Materials

- ◆ Fact sheet: Evolution of clean vehicles – how the industry is moving forward and how far we’ve come in technology
- ◆ Fact sheet: Our environment in 10, 20, 50 years – why we need to change the way we drive

.....

FLEETS

Goals:

- ◆ Educate fleets about their clean vehicle options
- ◆ Provide information and benefits of clean cars
- ◆ Promote DriveClean.ca.gov as a resource for purchasing and leasing clean cars

Activities

- ◆ Participate in fleet incentive outreach events (partner with DGS)
- ◆ Develop fleet resource page on DriveClean.ca.gov
- ◆ Attend and participate in fleet conferences

Event	Date	Location
National Clean Cities Conference - Palm Springs	May	Palm Springs
California County Fleet Management Association	May	Sacramento
Government Technology Conference	May	Sacramento

Materials

- ◆ Fleet resource kit on DriveClean.ca.gov
- ◆ Fact sheet: Incentive programs and how to participate

Education

STUDENTS: Elementary, Junior High, High School

Goals

- ◆ Teach kids about the importance of advanced technology clean vehicles on the environment
- ◆ Encourage children to remind their parents to “buy clean” on their next car
- ◆ Plant the seed for future sustainability

Activities

- ◆ Speak at and attend career fairs
- ◆ Attend/exhibit at National Science Teachers Association Conference and California Science Teachers Association Conference
- ◆ EVs for Education: provide EVs to public agencies to use in outreach and educational activities.
- ◆ Attend kids sporting promotions such as AYSO Soccer

Event	Date
National Science Teachers Association Conference	March
California Science Teachers Association Conference	October

Materials

- ◆ Develop resource kit for teachers modeled after California Fuel Cell Partnership Teacher's Kits
 - ◆ Find fun promo giveaways for kids – remember link between your car and the environment
-

COLLEGE STUDENTS – Next Generation Car Buyers**Goals:**

- ◆ Generate excitement for advanced technologies and inform students about their clean vehicle choices
- ◆ Environmental awareness – today's choices affect future health
- ◆ Promote DriveClean.ca.gov as a resource for getting information on the newest developments in the auto industry

Activities

- ◆ College Outreach Campaign (spring '04)
 - Visit colleges throughout California
 - Technology showcase – the future of transportation
 - Ride & drives
 - Vehicle exhibits and promotions
 - College media promotions
- ◆ EVs for Education – providing colleges with EVs to use in classes

Materials

- Develop special logo and theme for this promotion
- Student focused materials and display
- Survey