

CALEPA AWARENESS

- Lobby display (1 day)
 - Computer screen set up at main entrance so people can explore site
 - Develop & hand out a fact sheet of what you can find on the site
- Announcement on EPANet and Inside ARB
- Send out an All Hands e-mail the morning of the lobby display, announcing new web site and opportunity to check it out

STAKEHOLDER AWARENESS

- E-mail message to all related listserves
- E-mail Message to appropriate contacts in staff address books
- E-mail announcement to all air districts, and ask to forward to appropriate contacts and post on their web sites

GENERAL EDUCATION AND AWARENESS

- E-mail announcement to EV loan and EVs for Education contacts
- Press release to CA main newspapers
- Press release to CA college newspapers
- Post announcement on ARB Outside's What's New page
- Post announcement on ARB Outside's Bulletin Board
- Change Zevinfo.com link on ARB Outside home page to DriveClean.ca.gov
- Change links on all ARB pages from Zevinfo.com to DriveClean.ca.gov

FLEET AWARENESS

- E-mail announcement from Rick Slama/DGS to his appropriate contacts
- Post announcement on DGS OFA web page
- E-mail message to Fleet ZIP contacts, and other fleet contacts

POLICY MAKER / LOCAL GOVERNMENT AWARENESS

- Establish list of government contacts that should be aware of this web site and send them an e-mail announcement

DEALER AWARENESS

- Obtain list of dealer e-mail addresses, if possible, and send them a message hyping that they are selling cars that have made it on ARB's list of the cleanest cars in the world. Encourage them to reference the site to customers, and use the "clean" aspect of the cars as a selling tool